



## PROMO CATALOG

*Signage + Materials*

**2024**

*Live. Eat. Local.*







When you are ready to order, scan the QR Code to be taken to the online order form.



# RETAIL

## Promotional Items



### RETAIL SHELF STRIPS

**1.25" X 4"**

FIRST 50 FREE

"Live. Eat. Local." single-sided shelf slider and local product indicator.



**1.25" X 4"**

FIRST 50 FREE

"Local Goodness" single-sided shelf slider and local product indicator.



### MEDIUM RETAIL HEADER

**4" X 12"**

FIRST 50 FREE

Single-sided "Live. Eat. Local." header with QR code linking [www.idahopreferred.com](http://www.idahopreferred.com) local product stories and finder page.

### LARGE RETAIL HEADER

**28" X 6.5"**

FIRST 50 HEADERS FREE

Double-sided large retail header

"Idaho Grown Goodness" (front) with QR code

"Live. Eat. Local." (back) with QR code.

FRONT



BACK



**LOCAL GOODNESS. LIVE EAT LOCAL. IDAHO GROWN GOODNESS.**



# RETAIL

## Promotional Items



**DRY ERASE**



**WRITE IN**

## LARGE RETAIL HEADER

**28" X 6.5" SEASONAL FOODS**

FIRST 50 HEADERS FREE

One-sided header with

"Live Eat Local"

## PRICE CARDS

**8" X 10" WRITE-IN  
(MEDIUM)**

"FIRST 25 FREE -

"Local Goodness" heavy card stock.

**4" X 6" WRITE-IN  
(SMALL)**

FIRST 50 FREE -

"Local Goodness" heavy card stock.



## VINYL BANNER

**5" X 18"**

ONE BANNER FREE

Vinyl "Live. Eat. Local." Banner.





# RETAIL

## *Promotional Items*



### PLASTIC SHOPPING BAGS

10.5" X 6 X 21"

FIRST 100 BAGS - FREE

White plastic "Idaho Preferred"  
bags.



PAPER SHOPPING

### PAPER SHOPPING BAGS

10" X 5" X 13"

FIRST 100 BAGS - FREE

Craft paper "Live. Eat. Local."  
shopping bags with handles



### PLASTIC PRODUCE BAGS

10" X 5" X 13"

FIRST 10 ROLLS - FREE

Produce Fresh - Live.Eat.Local.  
Find Local Idaho Produce



### PRODUCE BINS

47" X 39 X 30"

LIMITED QUANTITIES

Special Request

**Bin Wraps Also Available**



### DROP BINS

41.5" X 15" X 30"

LIMITED QUANTITIES

Cherry Bins In Stock

Customizable graphics per special  
request



### COUNTER TOP SIGNS

11 5/8" X 10 3/4"

LIMITED QUANTITIES

Counter top signs come with  
easel for easy set up



# RETAIL

## *Promotional Items*



### ORGANICS CALL OUT CARD

**4.65" X 3.5"**

FIRST 100 - FREE

Find Local Organics

16pt. paper, C2S Cover

### ORGANICS SHELF WOBBLERS

**4.65" X 3.5"**

FIRST 100 - FREE

Find Local Organics

10pt. paper, water proof, tear proof, weather resistant



### ORGANICS SHELF STRIP

**3.5" X 2"**

FIRST 100 - FREE

"Local Organics"

16pt. C2S Cover

### ORGANICS STICKER

**3" X 3"**

FIRST 100 - FREE

"Find Local Organics"

60# Gloss



# RETAIL

## *Beverage Promo Items*

**LIVE. DRINK. LOCAL.**

### LARGE RETAIL HEADER

**28" X 6.5"**

FIRST 50 HEADERS FREE

Double-sided "Live. Drink. Local." header.  
Wine (front) Beer (back).

**FRONT**



**BACK**



**WINE**



**BEER**

### VINYL BANNER

**5" X 18"**

ONE BANNER FREE

"Live. Drink. Local." Wine

**5" X 18"**

ONE BANNER FREE

"Live. Drink. Local." Beer



# RESTAURANTS + RETAIL



*continued*



## LOCALLY GROWN, RAISED, OR SOLD HERE YARD SIGN

18" X 24"

(includes metal stake, 36" H)

TWO PER LOCATION - FREE

QR code linking to [idahopreferred.com](http://idahopreferred.com) to help consumers locate local agriculture products and experiences.



## TABLE TENT

4" X 6"

FIRST 10 TENTS - FREE

Table tents for next to the register, display tables, dining tables, etc.

QR code linking to [idahopreferred.com](http://idahopreferred.com) to help consumers locate local products and agriculturally oriented experiences.





# RESTAURANTS + RETAIL

*continued*



## LOGO STICKERS

FIRST ROLL FREE

**EXTRA SMALL**  
.8125" X .625"

**SMALL**  
.3" X 2.25"

**MEDIUM**  
4" X 4.25"

**LARGE**  
11" X 8"



## WINDOW CLING

4" X 6"

TWO PER LOCATION - FREE



## BOTTLE TAG

3" X 5.5"

FIRST 100 TAGS - FREE



# RETAIL

## *Custom Signage*

Retailers can now enhance their in-store experience with custom signage featuring a QR code linked directly to their Idaho Preferred Directory Page. This page highlights all the local products available in their store. Signage dimensions and style are entirely customizable based on the preferences of the retailer. Reach out to an Idaho Preferred team member today to kickstart the creation of your personalized signage!





# NURSERY

## Promotional Items



### PLANT BASKET TAGS

**1.875" X 4"**

FIRST 100 TAGS - FREE  
Weather-proof and double-sided.



### PLANT LABELS

**2 1/8" X 5 5/8"**

FIRST 100 TAGS - FREE  
Weather-proof styrene and double-sided.



### PLANT/ TREE TAGS

**5" X 2.75"**

FIRST 100 TAGS - FREE  
Weather-proof vinyl and double-sided. Zip ties available



### LABEL STAKES

**11.5" TALL**

FIRST 100 - FREE  
Black plastic stakes.



### TREE WRAPS

**8" X 3/4"**

FIRST 100 - FREE  
Weather-proof, double-sided.

**10" X 1"**

FIRST 100 - FREE  
Weather-proof, double-sided.



# NURSERY *continued*



## RETAIL HEADER

**28" X 6.5"**

FIRST 50 HEADERS FREE

Double-sided Grown with Pride header  
Flowers (side 1) Trees (side 2)

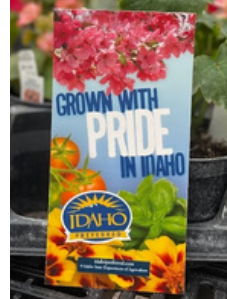


## VINYL BANNER

**5' X 18"**

FIRST BANNER - FREE

One-sided weather-proof vinyl banner



## CALL OUT CARDS

**3" X 8"**

FIRST 100 CARDS - FREE

Double-sided plant and flowers  
call out card

Double sided forestry call out  
card

## FEATHERED FLAGS

**3" X 8"**

LIMITED QUANTITIES

Special Request

Double sided "LiveGrowLocal" &  
"FIND IDAHO NURSERY GOODNESS"





# NURSERY *continued*



## PRICE CARDS

7" X 5"

FIRST 50 CARDS - FREE  
Water-proof



## METAL SIGN + STAND

FITS 7" X 5" SIGNS  
METAL STAND 18"

FIRST STAND - FREE



## SHOPPING BAGS

10" X 5" X 13"

FIRST 100 BAGS - FREE

LET'S GROW  
LOCAL, IDAHO



## LOGO STICKERS

EXTRA SMALL

.8125" X .625"

SMALL

.3" X 2.25"

MEDIUM

4" X 4.25"

LARGE

11" X 8"





# FARMERS MARKETS

## *Promotional Items*

PLEASE NOTE: THE FOLLOWING PROMO ITEMS ARE  
FOR FARMERS MARKET PROMOTIONS ONLY.

### FARMERS MARKET TOTE BAG

**13" X 9.5" X 20"**

FIRST 100 BAGS - FREE

Blue cloth "Live. Shop. Local. Farmers  
Markets" tote bag.



### FARMERS MARKET BUTTON

**2.5" DIAMETER**

FIRST 100 Buttons - FREE

"Live. Shop. Local. Farmers Markets" Button



**LIVE. SHOP. LOCAL.**



# IDAHO. LOCAL. GOODNESS.



*Follow Us*



@idahopreferred



#IAMIDAHOPREFERRED

[WWW.IDAHOPREFERRED.COM](http://WWW.IDAHOPREFERRED.COM)

Idaho State Department of Agriculture